

FIG 1

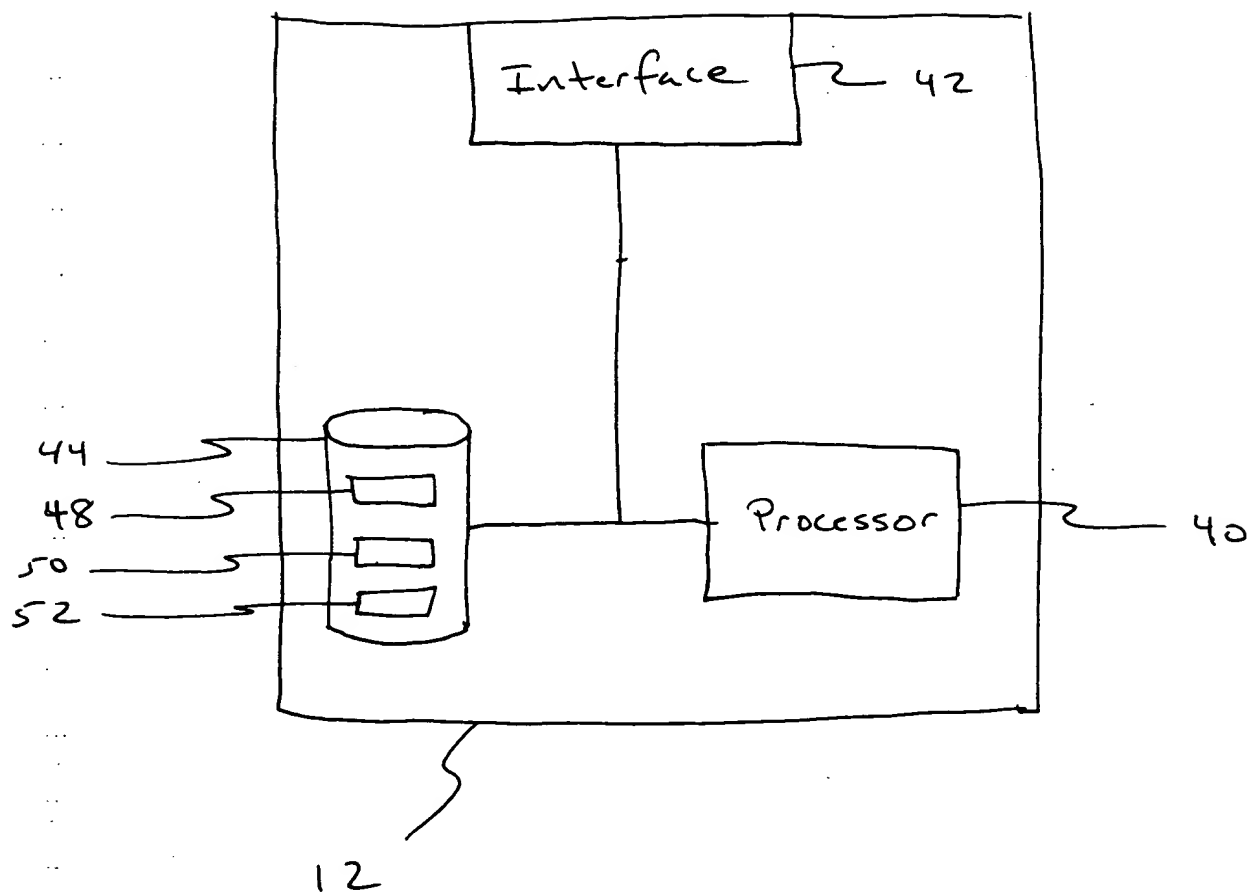


FIG 2

FIG. 3 is a schematic diagram of a system for processing promotional data.

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Promotion ID	UPC	Manufacturer	Retailer	Geographic Target	Start Date	End Date	Units Sold	Rebates Claims	Breakage (%)	Disbursement Option 1	Disbursement Option 2	Disbursement Option N
5897	8458	Widget Mfg. Inc.	Widget Sales	National	12/12/1999	12/12/2000	100000	40000	60%	\$50 Manufacturer's Rebate	none	none
5888	8792	Widget Tec	Widget Sales	Dallas	1/1/2000	1/1/2001	5000	2500	50%	\$40 Manufacturer's Rebate	\$60 Distributor's Gift Certificate	none
7203	1354	Widget Tec	Widget Warehouse	TX, CA	4/1/2000	1/1/2002	0	0	0	\$30 Manufacturer's Rebate	\$40 Distributor's Gift Certificate	\$50 Manufacturer's Credit

FIG. 3

Transaction ID	Promotion ID	Name	Address	Personal Information	Purchase Information	Disbursement Option	Status	84
47315	5598	John Smith	4650 Candy Lane	50 year old smoker	3/14/00 from widget warehouse Sales	\$60.00 gift certificate	Pending verification	86
47316	5858	Bill Albor	4651 Candy Lane	20 year old computer hacker	2/17/00 from widget Sales	\$40.00 rebate	authorized	86
...								
59327	7203	Phil Jackson	823 Mill Lane	50 year old coach	4/20/01	\$30.00 rebate	awaiting mail in form	86

Fig 4

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Widget Manufacturers, Inc.

100

62 Promotion ID: 08517

UPC: 059280000200

Product Description: Widget Carrying Case

Manufacturer: Widget Manufacturers, Inc.

Retailers: Widget Warehouse
Widget Store

Geographic Target: Texas
California

Start Date January 1, 2000 End Date: January 1, 2001

Disbursement Option: 2

☐ cash rebate

value: \$50.00

☒ gift certificate comment:

☐ manufacturer credit

☐ custom

first previous next last

cancel

enter promotion

102

FIG 5

CHOOSE A PRODUCT

Search Results for : Widget 124

120

Product / Manufacturer	
5 Port Widget	WMI
10 Port Widget	WMI
Widget Carrying Case	WMI
Widget Adapter Adapter	WidgetTech

122

New Search

search

Access Product Index

GO

FIG 6

Fill Out Your INFORMATION



Widget Carrying Case

*this item must be purchased

between 1-1-2000 and 1-1-2001

First Name

Last Name

Address

City

State

Zip

Phone

Email

Age

optional

Occupation

High-tech

optional

How did you hear about this rebate?

This website



optional

Purchase Date

Store

Purchase Price

Location

How would you like to receive your rebate?



\$ 30.00 rebate



\$ 50.00 gift cert.ficate to Widget Warehouse



\$ 60.00 credit on Widget products



3 year extended warranty

Click 'Next' to proceed.

next

Joe Smith
4600 Candy Lane
Dallas, TX 75201
Transaction ID:100000257

place
stamp
here



Forward [Department No :745]
Forward Rebate
P.O. BOX 9018
COPPELL, TX - 75019
USA



Rebate Value: \$100.00
Valid Dates: 11-1-1999 to 1-31-2000
Card Scan Exec/Palm Organize
This item must be purchased between 11-1-1999 and 1-31-2000 in order to process a rebate.

Serial Number:

tape original register receipt here

tape UPC symbol here



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Fig 8

CONGRATULATIONS! YOUR REBATE IS READY

How would you like to receive your rebate?

☐ \$70.00 Credit to purchase:

☐ Widget Service Pack, \$100.00

☐ Widget Software Upgrade, \$70.00

☐ One year unlimited warranty, \$70.00

☐ Three year unlimited warranty, \$100.00

TOTAL

check out

☐ \$60.00 Credit on Widget Products

☐ \$50.00 gift certificate to Widget Warehouse

☐ \$30.00 rebate

process choice

browse

Widget Manufacturers Inc.

Promotion Status

Widget Accessory Promotion
5-4-2000

Promotion ID: 08517

Manufacturer: Widget Manufacturers, Inc.

Start Date: 1-1-2000 End Date: 1-1-2001

Product ID	Product Description
2587	Leather Carrying Case
2588	Nagahide Carrying Case

Retailer	Units Sold	Rebates Claimed	Disbursement Option 1	Disbursement Option 2	Breakage (%)
WW	10,000	3,000	2,000	1,000	70 %
WS	4,000	1,000	400	600	75 %
total	14,000	4,000	2,400	1,600	71.5 %
<hr/>					
Target Area					
TX	6,000	2,400	1,000	1,400	60 %
CA	8,000	1,600	1,400	200	80 %
total	14,000	4,000	2,400	1,600	71.5 %

Disbursement Option	Description	# claimed
1	\$50.00 Gift Certificate	2,400
2	\$ 25.00 Cash Rebate	1,600

Fig 10

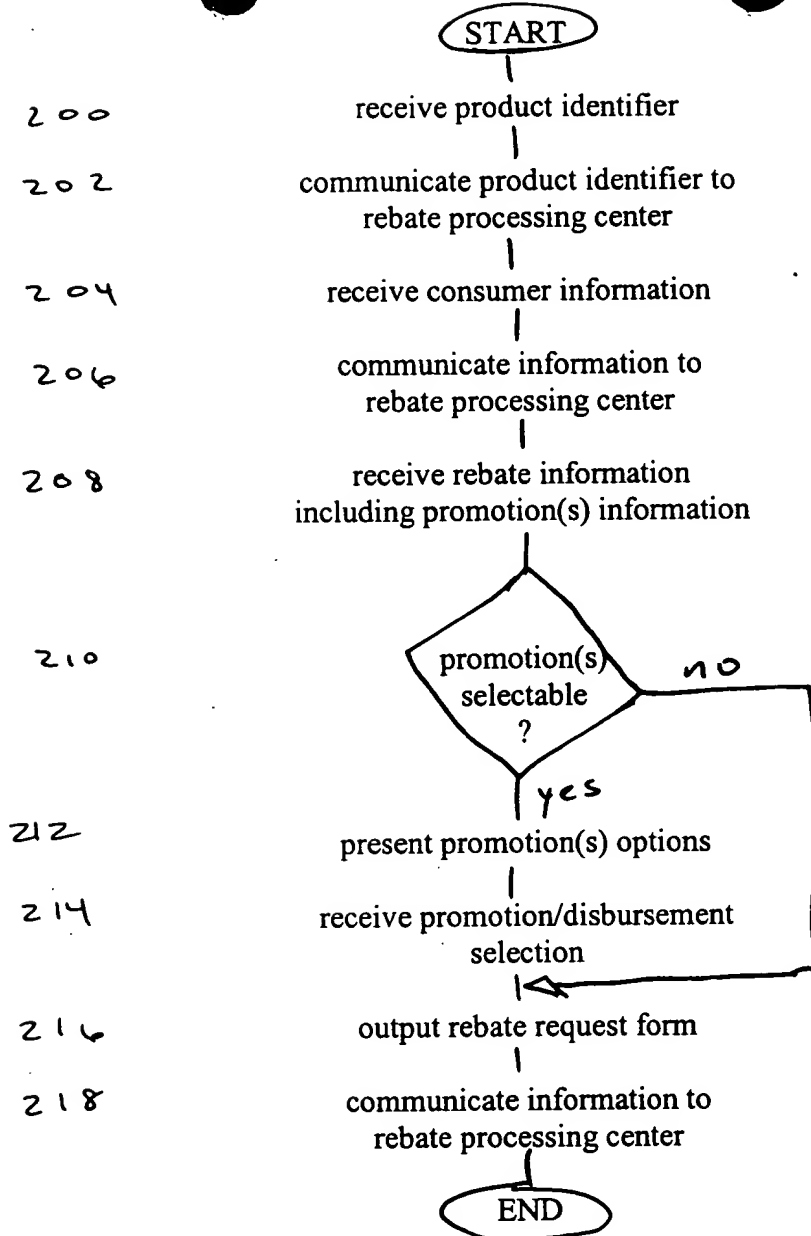


FIG 11

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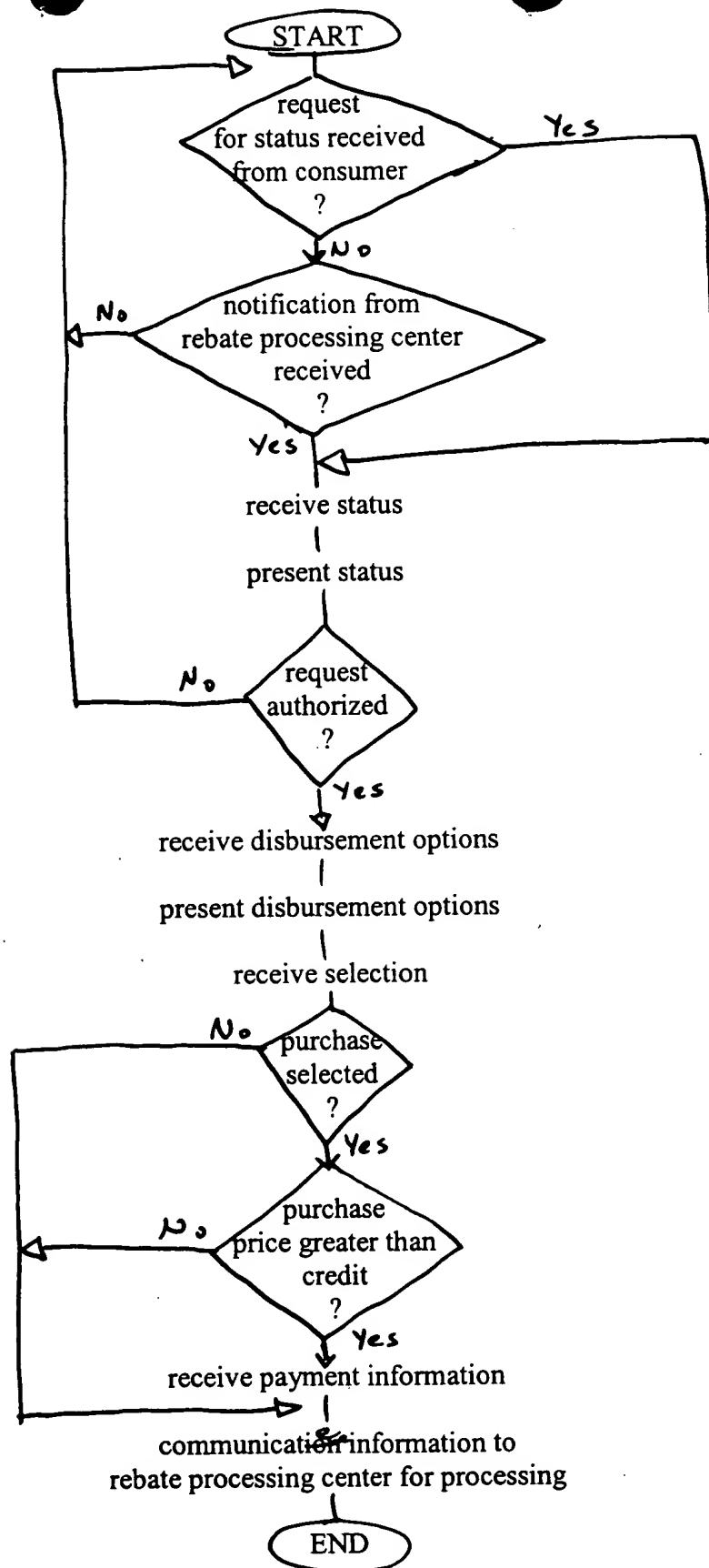


FIG 12

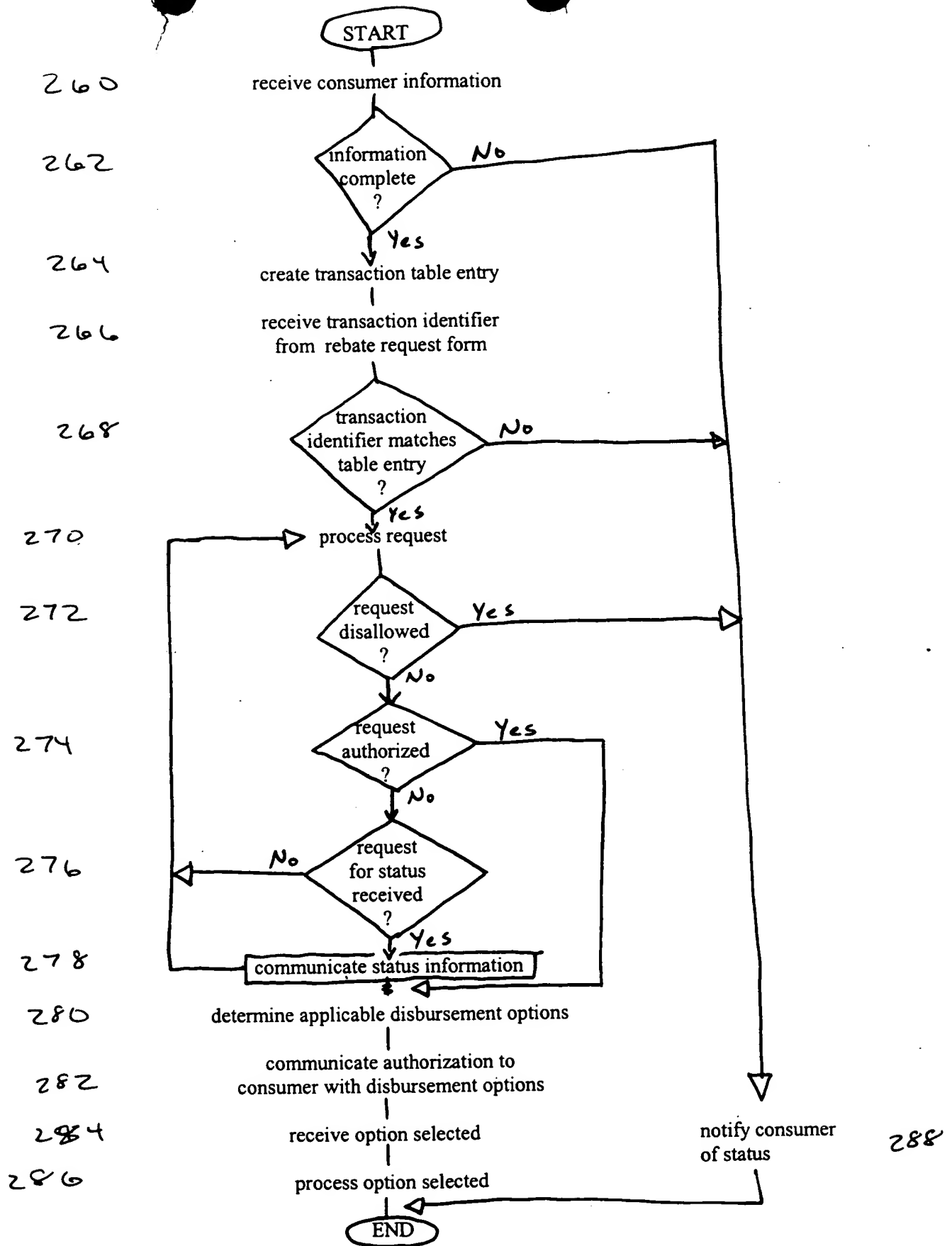


FIG 13